



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Marengo, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	44.0%	Population		21,840	21,360
Rooted Rural	12.4%	Households		8,824	8,755
Southern Satellites	11.8%	Families		6,208	6,053
Modest Income Homes	9.2%	Median Age		38.2	39.5
Cozy and Comfortable	7.3%	Median Household Income		\$30,692	\$33,861

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	54	\$1,494.44	\$13,186,910
Men's	57	\$280.22	\$2,472,705
Women's	53	\$504.47	\$4,451,414
Children's	63	\$276.17	\$2,436,895
Footwear	49	\$248.24	\$2,190,470
Watches & Jewelry	51	\$100.51	\$886,901
Apparel Products and Services ¹	57	\$84.83	\$748,525
Computer			
Computers and Hardware for Home Use	56	\$121.85	\$1,075,213
Software and Accessories for Home Use	52	\$15.56	\$137,279
Entertainment & Recreation	63	\$2,163.20	\$19,088,085
Fees and Admissions	49	\$296.68	\$2,617,901
Membership Fees for Clubs ²	50	\$79.67	\$703,018
Fees for Participant Sports, excl. Trips	51	\$57.56	\$507,905
Admission to Movie/Theatre/Opera/Ballet	46	\$69.35	\$611,943
Admission to Sporting Events, excl. Trips	52	\$29.81	\$263,047
Fees for Recreational Lessons	46	\$60.29	\$531,988
TV/Video/Sound Equipment	64	\$742.95	\$6,555,796
Community Antenna or Cable Television	69	\$458.95	\$4,049,780
Color Televisions	56	\$76.94	\$678,918
VCRs, Video Cameras, and DVD Players	63	\$24.35	\$214,842
Video Cassettes and DVDs	63	\$38.20	\$337,111
Video Game Hardware and Software	62	\$20.41	\$180,066
Satellite Dishes	63	\$0.97	\$8,551
Rental of Video Cassettes and DVDs	60	\$36.10	\$318,563
Sound Equipment ³	53	\$83.57	\$737,422
Rental and Repair of TV/Sound Equipment	60	\$3.46	\$30,543
Pets	74	\$323.57	\$2,855,167
Toys and Games	66	\$118.98	\$1,049,862
Recreational Vehicles and Fees ⁴	74	\$338.03	\$2,982,772
Sports/Recreation/Exercise Equipment ⁵	60	\$138.56	\$1,222,667
Photo Equipment and Supplies ⁶	60	\$82.03	\$723,861
Reading ⁷	58	\$122.40	\$1,080,059
Food	65	\$5,496.80	\$48,503,731
Food at Home	67	\$3,386.13	\$29,879,248
Bakery and Cereal Products	67	\$485.05	\$4,280,091
Meat, Poultry, Fish, and Eggs	69	\$912.84	\$8,054,876
Dairy Products	67	\$368.54	\$3,251,994
Fruit and Vegetables	63	\$550.01	\$4,853,301
Snacks and Other Food at Home ⁸	68	\$1,069.69	\$9,438,986
Food Away from Home	62	\$2,110.66	\$18,624,483
Alcoholic Beverages	57	\$349.22	\$3,081,516
Nonalcoholic Beverages at Home	71	\$307.71	\$2,715,195



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Financial			
Investments	37	\$557.64	\$4,920,626
Vehicle Loans	75	\$4,583.81	\$40,447,555
Health			
Nonprescription Drugs	72	\$87.70	\$773,880
Prescription Drugs	85	\$492.84	\$4,348,816
Eyeglasses and Contact Lenses	66	\$55.23	\$487,336
Home			
Mortgage Payment and Basics ⁹	54	\$4,706.64	\$41,531,387
Maintenance and Remodeling Services	56	\$1,099.33	\$9,700,486
Maintenance and Remodeling Materials ¹⁰	73	\$273.13	\$2,410,083
Utilities, Fuel, and Public Services	70	\$3,058.30	\$26,986,473
Household Furnishings and Equipment			
Household Textiles ¹¹	58	\$80.40	\$709,484
Furniture	55	\$352.30	\$3,108,706
Floor Coverings	51	\$46.07	\$406,555
Major Appliances ¹²	68	\$199.24	\$1,758,117
Housewares ¹³	58	\$61.44	\$542,118
Small Appliances	66	\$24.32	\$214,606
Luggage	47	\$4.88	\$43,098
Telephones and Accessories	58	\$27.66	\$244,073
Household Operations			
Child Care	48	\$199.94	\$1,764,278
Lawn and Garden ¹⁴	77	\$343.83	\$3,033,940
Moving/Storage/Freight Express	54	\$28.86	\$254,699
Housekeeping Supplies ¹⁵	69	\$529.63	\$4,673,413
Insurance			
Owners and Renters Insurance	72	\$343.42	\$3,030,332
Vehicle Insurance	67	\$977.44	\$8,624,896
Life/Other Insurance	70	\$444.34	\$3,920,880
Health Insurance	75	\$1,468.40	\$12,957,135
Personal Care Products ¹⁶	64	\$303.85	\$2,681,213
School Books and Supplies ¹⁷	57	\$68.43	\$603,847
Smoking Products	82	\$396.96	\$3,502,782
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	73	\$4,210.00	\$37,149,077
Gasoline and Motor Oil	75	\$1,519.76	\$13,410,343
Vehicle Maintenance and Repairs	64	\$683.00	\$6,026,771
Travel			
Airline Fares	48	\$194.20	\$1,713,585
Lodging on Trips	56	\$229.17	\$2,022,172
Auto/Truck/Van Rental on Trips	44	\$19.29	\$170,223
Food and Drink on Trips	57	\$269.08	\$2,374,367

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.